

Message Text

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ACTION COME-00

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FM AMEMBASSY LIMA

TO SECSTATE WASHDC 5341

UNCLAS LIMA 5089

EO 11652: N/A

TAGS: BPRO, PE

SUBJ: FOREIGN LICENSING OPPORTUNITY: AMERICAN CAN COMPANY

METAL CANS: OPPORTUNITY NO. 2-77-010

REF: STATE A-831

1. THE EMBASSY HAS LOCATED 4 PROSPECTIVE CONTACTS FOR THE SERVICES AND TECHNICAL KNOW-HOW OFFERED BY AMERICAN CAN CO. THE BUSINESSMEN INTERVIEWED EXPRESSED INTEREST IN KNOWING MORE DETAILS REGARDING TERMS AND COVERAGE OF PROPOSAL.

THE CONTINENTAL CAN CO., INC. AND CROWN CORK & SEAL CO., INC. ALREADY HAVE LICENSING ARRANGEMENTS IN PERU. LOCAL MARKET DEMAND FOR SANITARY CANS FOR SEA FOOD, FRUIT AND VEGETABLE CANNING IS MET BY EXISTING FACTORIES (INRESA, A LICENSEE OF CONTINENTAL CAN CO. COVERS ABOUT 80 PERCENT OF MARKET NEEDS). THE MARKET NEEDS FOR AEROSOLS AND OTHER GENERAL LINE CANS FOR NON-FOOD PRODUCTS ARE ALSO SUPPLIED BY LOCAL PRODUCERS, MOST OF WHICH OPERATING SEMI-AUTOMATIC PLANTS. CROWN CORK DEL PERU HAS JUST COMPLETED INSTALLATION OF A NEW PLANT FOR PRODUCING BEER, SOFT DRINK AND JUICE CANS. INSTALLED CAPACITY OF PLANT IS 400 CANS PER MINUTE.

THE EMBASSY APPROACHES 12 SELECTED FIRMS WHICH WERE CONSIDERED MOST LIKELY TO BE INTERESTED IN THE AMERICAN CAN'S PROPOSAL. TWO OF FIRMS CONTACTED PROVED TO ALREADY HAVE LICENSING
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ARRANGEMENTS WITH AMERICAN FIRMS AND SIX PROVED TO BE TOO SMALL FOR THE TYPE OF PROPOSAL.

2. THE FOUR REMAINING PROSPECTS ARE LISTED BELOW:

A. ACYTRA S.A.

P.O. BOX 3583

AV. REPUBLICA DE CHILE 295, OF. 807
LIMA 1, PERU
CONTACT: ING. JAIME SPAK, MANAGING DIRECTOR
PHONE: 319141

A SMALL BUT VERY CAPABLE FIRM, ESTABLISHED IN 1968 TO PRODUCE METAL CANS FOR EDIBLE OILS AND PAINTS. REPORTEDLY, FIRM'S PRODUCTION CAPACITY HAS INCREASED ALMOST 100 PERCENT IN RECENT YEARS. PRINCIPALS OF FIRM HAVE OTHER IMPORTANT INTERESTS, ESPECIALLY IN REAL ESTATE AND ARE BELIEVED TO HAVE SOUND FINANCIAL POSITION.

B. COMPANIA PERUANA DE ENVASES S.A.
P.O. BOX 4949, LIMA 100
CAPITALN SALVADOR CARMONA 212
LIMA 3, PERU
CONTACT: LENNART GRAFFMAN, GENERAL MANAGER
PHONE: 357700

THIS FIRM HAS BEEN IN CONTAINER MANUFACTURING FIELD SINCE 1951. IT IS NOW THE LARGEST PRODUCER OF ALUMINUM RIGID AND COLLAPSIBLE TUBES, AEROSOLS, ALUMINUM AND TIN CONTAINERS, ALUMINUM PILFER-PROOF CAPS, AND ALUMINUM AND TIN PLATE THREADED CAPS. ITS ACTIVITIES ALSO INCLUDE IMPACT EXTRUSION AND BLOW MOULDING OF PLASTIC MATERIALS AS WELL AS VACUUM METALIZING AND SILK SCREEN AND OFFSET PRINTING. REPORTEDLY FIRM IS CAPABLY MANAGED AND ENJOYS GOOD REPUTATION. SEVERAL AMERICAN CITIZENS RESIDENT IN PERU HAVE AN EQUITY PARTICIPATION IN COMPANY.

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C. INDUSTRIA DE ESTAMPADOS METALICOS S.A. IDEMSA
P.O. BOX 1672
LIMA 100, PERU
CONTACT: ING. ALBERTO D'ANGELO, MANAGING DIRECTOR
PHONE: 62-0396
TELEX: 3540200
CABLE: IDEMSA

ANOTHER LONG-ESTABLISHED MANUFACTURER OF TIN PLATE CANS FOR EDIBLE OILS, FATS, FRUIT JUICE, BISCUITS, VEGETABLE PRESERVES, LUBRICATING OILS, WAX, AND AGRICULTURAL CHEMICALS. THIS IS, HOWEVER, A SMALL MANUFACTURER WITH LIMITED FINANCIAL CAPACITY.

D. FABRICA NACIONAL DE ENVASES Y TAPAS CORONA LITOGRAFIADAS S.A.
P.O. BOX 2380, LIMA 100
PEDRO RUIZ 652
LIMA 5, PERU
CONTACT: LUIS COLLI, MANAGING DIRECTOR
PHONE: 31-6242

ESTABLISHED IN 1940, THIS FIRM ESPECIALIZES IN TIN PLATE
LITOGRAPHED CONTAINERS FOR PAINT PRODUCTS. CURRENT PRODUCTION
CAPACITY IS 20,000 CANS OF ONE GALLON CAPACITY AND 10,000 CANS
OF 1/4 GALLON CAPACITY PER DAY. FIRM SUPPLIES SOME 65 PERCENT
OF LOCAL MARKET NEEDS FOR PAINT CONTAINERS. REPORTEDLY IT ENJOYS
GOOD REPUTATION AND HAS A SOUND FINANCIAL POSITION.
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